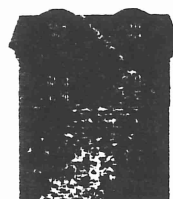
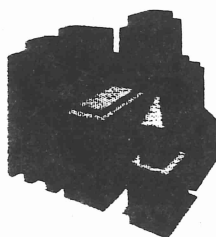


Survey and Analysis of South St. Anthony Park



Prepared for St. Anthony Park Business Association
By Herb Crowell (CURA Research Assistant)

June 25, 1997

CURA RESOURCE COLLECTION

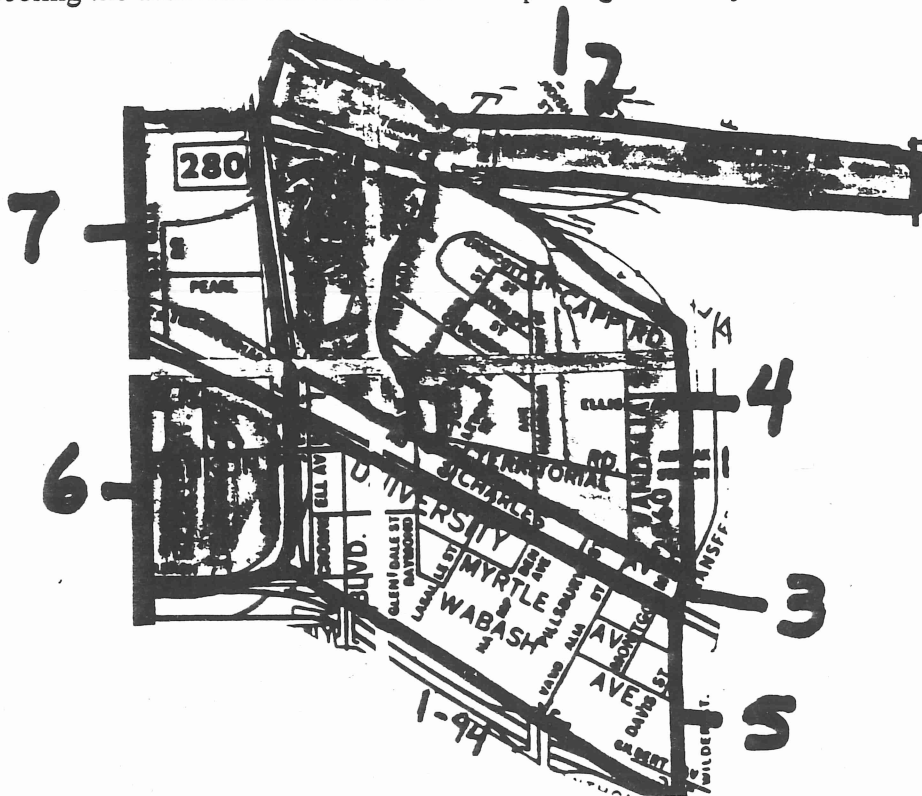
Center for Urban and Regional Affairs
University of Minnesota
330 Humphrey Center

This report is the result of a project directed by the St. Anthony Park Business Association to better define the composition and major concerns of businesses in the South St. Anthony Park neighborhood of St. Paul in order to develop a strategy to extend the reach of the Association. Included in this report is an accounting and categorization of all businesses operating in the area, results of a survey conducted on a sample of those businesses, a listing of the businesses that, for one reason or another, should be contacted during membership drives, and some general observations of the researcher.

This work was conducted in 1997 between April and June. Accounting and surveying was done door-to-door. Categorization of businesses was accomplished using U.S.C.C. class codes that the St. Paul Chamber of Commerce employs for the same purposes. The limited scope of this project did not allow for an interpersonal survey of all businesses in South St. Anthony Park. Rather, businesses surveyed were chosen based on their potential to join the SAPBA as determined by the subjective standards of the researcher; most were smaller in size (less than 20 employees), possibly served the immediate community (retail, restaurant, service, doctor, etc.), and were willing to participate.

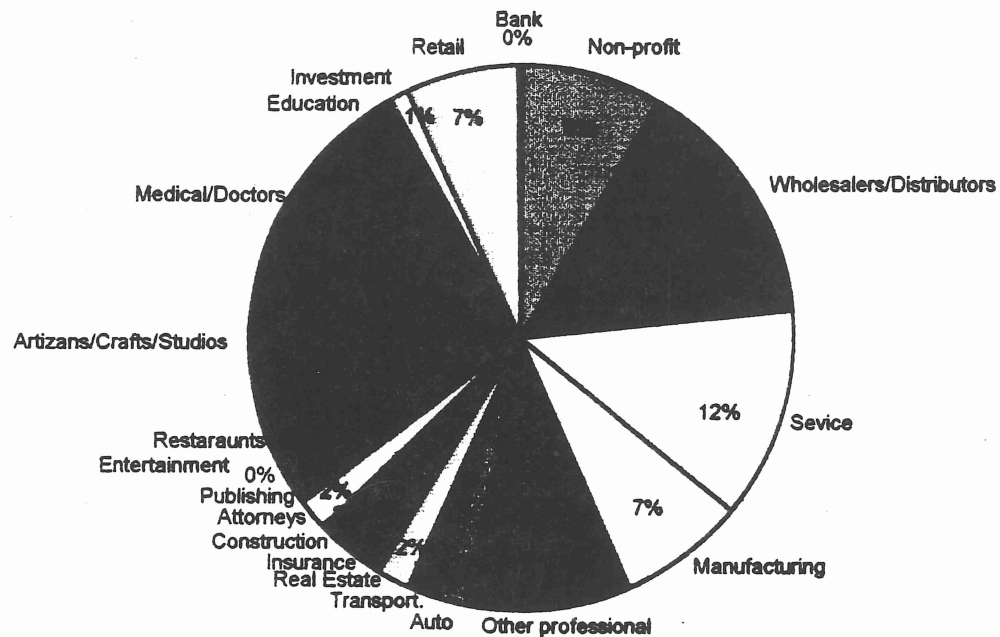
South St. Anthony Park

The map below defines South St. Anthony Park. The territory was logically gerrymandered into seven sectors by the researcher based on the disparate nature of the area. Parceling the area also allowed for easier reporting and analysis.



Demographics

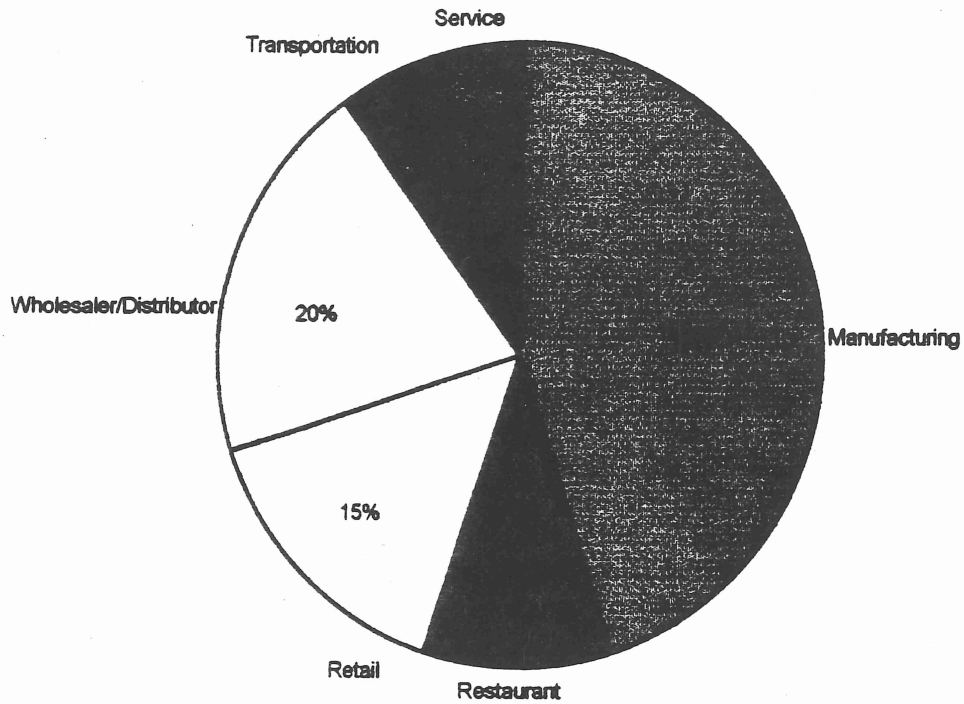
All Sectors



Wholesale/Distributor	99	Construction	10
Service	81	Investment	7
Artisan/Crafts/Studio	71	Entertainment	3
Other professional **	65	<u>Bank</u>	<u>1</u>
Non-profit	55		
Manufacturing	49	TOTAL #	657
Medical/Doctor	48	BUSINESSES	
Retail	45		
Education	27		
Insurance	17		
Publishing	15		
Restaurant	15		
Legal/Attorney	13		
Automotive	12		
Transportation	11		

** For example: Architects, Managerial Consultants, Engineers, etc.

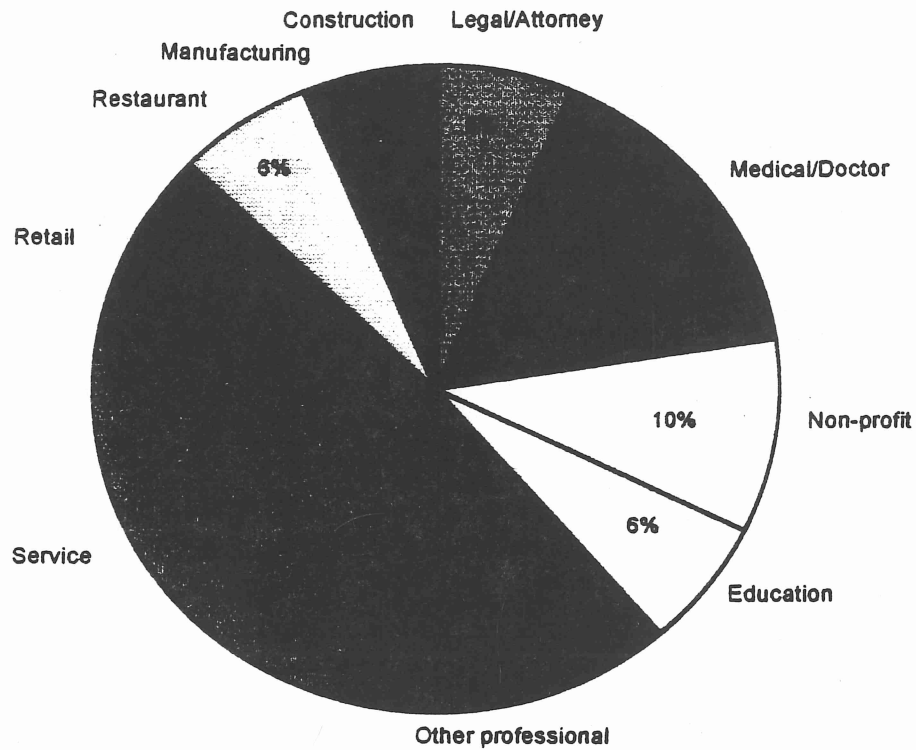
Sector 1



Manufacturing	9
Wholesale/Distributors	4
Retail	3
Restaurant	2
Transportation	1
Service	1

TOTAL	20
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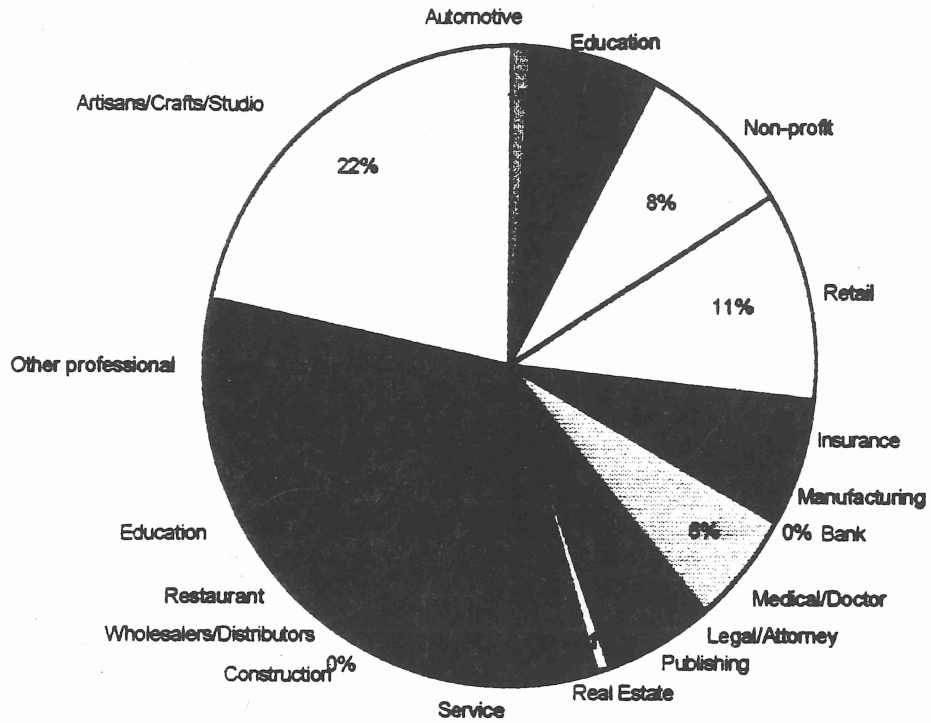
Sector 2



Service	7
Medical/Doctor	5
Other professional	5
Retail	3
Non profit	3
Restaurant	2
Legal/Attorney	2
Education	2
Manufacturing	1
Construction	1

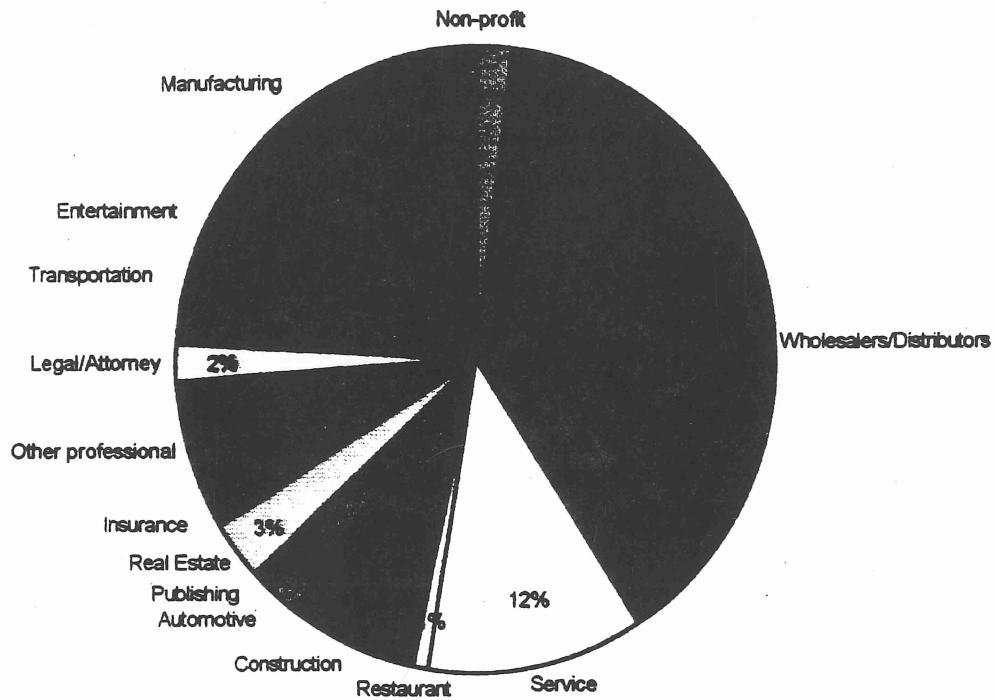
TOTAL 31

Sector 3



Artisans/Crafts/Studios	70	Restaurant	8
Service	41	Legal/Attorneys	7
Retail	34	Manufacturing	7
Other professional	24	Automotive	4
Non-profit	27	Real Estate	3
Education	21	Entertainment	2
Medical/Doctor	19	Banking	1
Insurance	12	Construction	1
Wholesales/Distributors	11	TOTAL	303
Publishing	11		

Sector 4

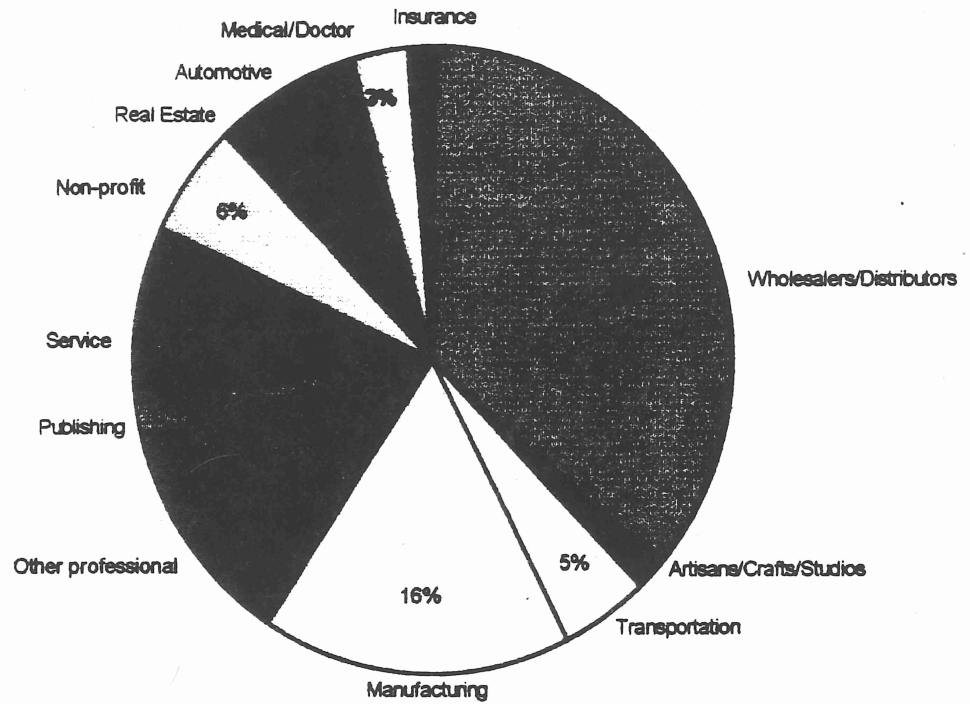


Wholesaler/Distributor	40
Manufacturer	18
Service	12
Other Professional	11
Construction	7
Transportation	6
Real Estate	3
Non-profit	2
Insurance	2
Legal/Attorney	2
Automotive	2
Publishing	1
Entertainment	1
Restaurant	1

TOTAL

108

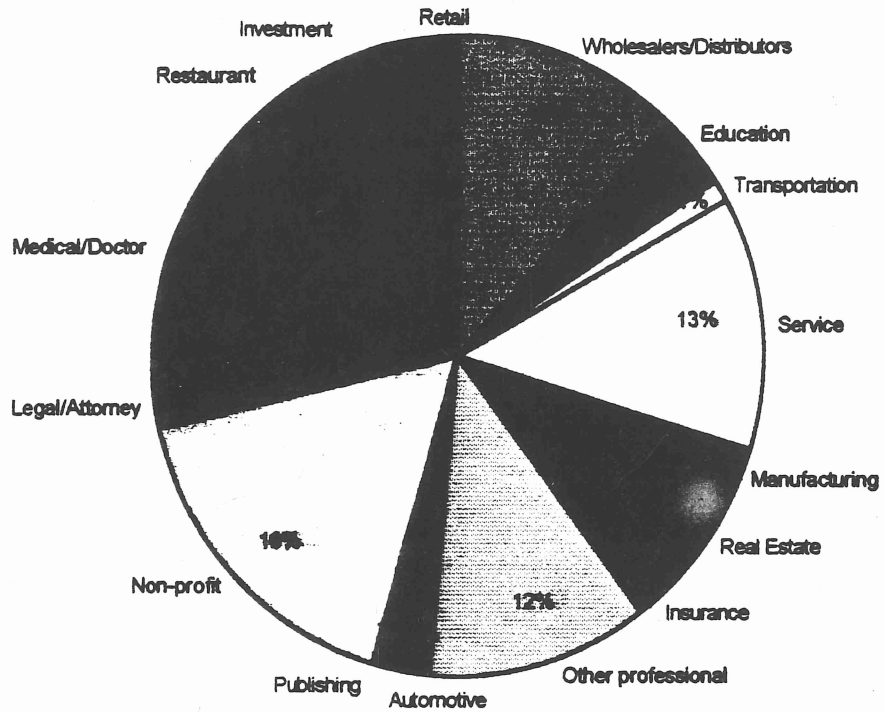
Sector 5



Wholesalers/Distributors	24
Manufacturing	11
Other professional	8
Service	6
Non-profit	4
Automotive	4
Transportation	3
Medical/Doctor	2
Insurance	1
Artisans/Crafts/Studios	1
Real Estate	1
Publishing	1

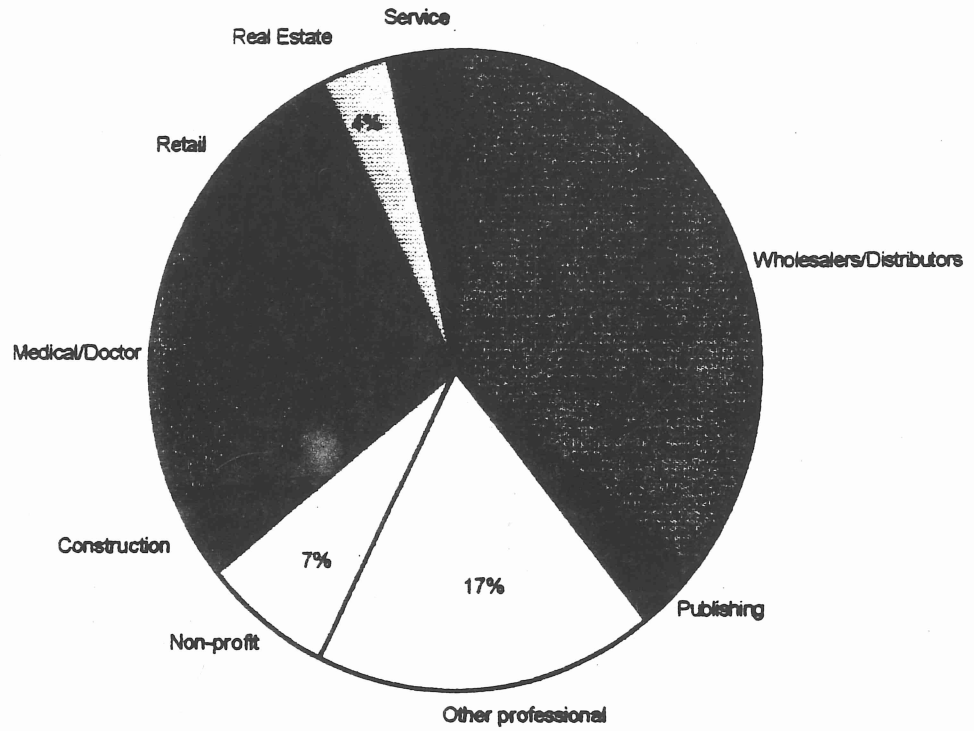
TOTAL 66

Sector 6



Non-profit	17
Medical/Doctor	16
Service	13
Other professional	12
Wholesalers/Distributors	12
Investment	7
Real Estate	5
Education	4
Manufacturing	3
Insurance	2
Restaurant	2
Retail	2
Automotive	2
Legal/Attorney	2
Transportation	1
Publishing	1
TOTAL	101

Sector 7



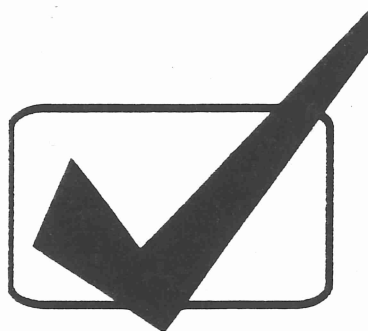
Wholesalers/Distributors	10
Other professional	5
Medical/Doctor	4
Retail	3
Non-profit	2
Construction	1
Real Estate	1
Service	1
Publishing	1

TOTAL 28

Survey Results**

Respondents:

Sector 1:	12
Sector 2:	31
Sector 3:	60
Sector 4:	29
Sector 5:	9
Sector 6:	26
Sector 7:	24
TOTAL	191



-
1. Average length of time at location: 4.8
 2. Percent of businesses leasing property: 98%
 3. Percent of owners/managers who knew the name of the neighborhood their business was situated in: 13%
 - 3a. Percent that was involved in a business organization: 71%
 - 3b. Percent that knew what area encompasses SAP: 2.5%
 - 3c. Percent that heard of the SAP Community Council: 29%
 4. Average number of employees: 8.3
 - 4a. Average number that live in SAP: 0
 5. Percent of businesses planning to move: 1.8%
 - 5a. Percent of businesses planning to expand: 3.5%

** See Appendix A for a copy of survey

6. Most serious concerns for doing business in SAP:

(Number represents average score; 1= unconcerned, 5= very concerned)

Cost of rent:	3.2
Traffic:	3.1
Parking:	1.9
Crime:	1.6
Other:	1.6
Room for expansion:	1.3

7. Satisfaction rating for doing business in SAP: 4.2

(Number represents average score; 1= very dissatisfied, 5= very satisfied)

Open-ended questions

Since it is difficult to quantify these answers, only general answers are given here. See last section entitled "Summary".

8. Involvement in business promotion activities:

Most businesses use print media to advertise with the Yellow Pages being the most common form. Very few do anything locally in the community. No commercial television or radio advertising. A handful advertises in community papers.

9. Belief that a neighborhood business organization could help:

Most people shrugged their shoulders at this question and expected me to make a pitch to them. Many are involved with other types of business organizations and are not sure what another one could do for them.

10. What it would take to join SAPBA:

A handful of businesses along Raymond Avenue knew what SAPBA was but need more information. Most are not aware of the organization. Some responded by saying that they would not be interested.

Summary

The following is an extrapolation of the researcher's findings and insight concerning the three-month survey of businesses in South St. Anthony Park. While the methods used to gather information were sound, much of what will be related here is based on the experience of conducting and processing the survey as much as the data itself. In other words, this brief report relies as heavily on opinion (via experience) as it does on the hard data.

South St. Anthony Park has very disparate and eclectic business "community". The area is so disjointed by the major thoroughfares and wide array of businesses that a real "community" does not exist akin to the one in North St. Anthony Park. Business owners and managers are largely unaware of the neighborhood that they belong. Only a small percentage of the businesses (along Raymond Ave.) dedicate themselves to serving the citizens of St. Anthony Park. With the exception of Sector 2, there is no residential area and thus, no sense of common concern and partnership between business and community. However, a large majority of businesses are reasonably happy with their operations in S. St. Anthony, are planning to stay (except for a few along University Ave.), and do not have any real pressing concerns. Many of them belong to organizations like the Chamber of Commerce (Midway or St. Paul) and professional/trade associations. Again, it is not that there is disregard or lack of commitment on the part of businesses here to form an alliance, but rather it is more of a function of the roadways, odd mix of businesses, and lack of a sense of community.

Specifically, Sector 1 is a transitional area between North and South SAP. The handful of businesses at the Raymond/Energy Park Dr. intersection consider themselves a part of the North side and are good prospects for membership for SAPBA. Sector 2 is perhaps the closest relative to the North side. Three cornerstone businesses (Panino's, Riverside Café, and Hampden Co-op) are or were members. Many of the others in the sector have heard of the Association but need more information. A few of the businesses here commented that they are under the impression that SAPBA is more of a social club and serves the exclusionary interests of the residents of North St. Anthony Park. Sector 3 is very diverse. There are only a couple of prospects here and the best opportunity to get them interested in joining SAPBA would be to garner the interest of First Bank. Sectors 4, 5, and 6 are largely industrial and do not seem to fit the mold of the typical SAPBA member. Sector 7 is similar to a suburban business park—many bigger businesses with employees that commute long distances. This area is cutoff by Highway 280 and a rail line. Nevertheless, there are a couple of decent candidates for membership.

In conclusion, it is the opinion of the researcher that North and South St. Anthony Park are very dissimilar and should be viewed as distinct entities. The best hope for obtaining involvement from business owners of the South side by SAPBA is to concentrate a membership drive in specific areas: The small strip mall at Raymond/Energy Park, along Raymond Avenue between Hampden and University, and at some of the spot locations listed in the next section.

Targeted List of Businesses for Membership

The businesses listed below are here for one reason or another. Some expressed interest in receiving more information. Others are here because their operations seemed compatible with the activities of SAPBA. This list is by no means exhaustive but should be a good starting point in a membership drive.

Midtown Chiropractic	970 Raymond	644-0455	Carla Breunig
Oskie & Bauch	970 Raymond	644-8037	Jessica Hanson
Bernard & Co.	898 Raymond	659-9041	Bernard Sebranek
Provesco Inc.	821 Raymond	645- 8757	
Donahoe Chiropractic	821 Raymond	645-1050	
Food & Fuel	2233 Energy Park	646-0868	Mark Wassing
Caravelle	2235 Energy Park	644-2327	
Movie Shelf	2237 Energy Park	646-8745	Martin Johnson
Respec Inc.	2575 University	649-0400	Kevin Pierson
CSM	2575 University	646-1717	
Raymond Computer	795 Raymond	642-9890	
Napoli Pizza	791 Raymond	646-4456	
Noll Hardware	789 Raymond	647-0077	
Super Sub	763 Raymond		
Bettenburg Law Firm	2334 University	645-0571	
Stonehenge	2388 University	649-0470	
Succotash	781 Raymond		

APPENDIX A

St. Anthony Park Business Association Survey **Spring 1997**

Name of business: _____	Type of Business _____
Address: _____	Phone: _____
Owner or Contact: _____	

1. Length of time at this location: _____ years
2. Own _____ Rent _____
3. Do you know the name of the neighborhood that your business is in? _____
 - 3a. Are you involved with any business organization? _____
 - 3b. Do you know the area that encompasses St. Anthony Park? _____
 - 3c. Do you know what the St. Anthony Park Community Council does? _____
4. How many employees? _____
 - 4a. Do any live in St. Anthony Park? _____
5. Do you have any plans to: move? _____ when? _____
expand? _____ when? _____

6. Rank the following as the most serious concerns for your business:
(1 to 5, with 1= unconcerned; 5 = very concerned)

Room for expansion	_____
Cost of rent/mortgage	_____
Crime	_____
Traffic	_____
Parking	_____
Other (specify)_____	_____

7. Please rate your satisfaction as it relates to the atmosphere for business in SAP?
(1= very dissatisfied, 5= very satisfied) 1 2 3 4 5

8. Are there any business promotion activities that you are involved in?

9. Do you believe a neighborhood business organization could help your business?
How?

10. What would it take for you to join the St. Anthony Park Business Association?